Chapter 1: Design Process From concept to launch, creating a Web site is a complex process. First, determine what purpose you need your site to serve. Second, determine how you will achieve it. A successful site is created by a clear and comprehensive plan supported by all team members.	**1:1** Define your mission	Create a comprehensive mission statement for your Web site.
	1:2 Define your site specification	The complete site specification should contain the goals statement from the mission statement phase as well as the structural details of the site.
	1:3 Establish User Requirements	Determine the functionality that best meets the needs of your users.
	1:4 Set Usability Goals	Define performance goals for designers to consider when building the site architecture.
	1:5 Perform Usability Analysis	Decide how you will measure the performance of your Web site prior to launch.
	1:6 Be Easily Found on the Web	Ensure your user can find your site using search engines.